

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPTON INC.

AD# PS1101-R1-01 REQ# M18607 "BUCK OFF" - PAGE 4/C, 8 X 10-13/16 PSI PRODUCT MOVERS, MARCH, 1990
Printed in U.S.A.

BUCK-OFF

Available in Kings & Kings Lights

\$100 OFF Two Packs or 1 Carton Purchase NAME _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____ MY CURRENT BRAND _____ By returning this coupon, you receive \$100 per pack or carton of any of the following: 1. Manufacturer's Coupon 2. Expired Coupon	 BUCKS FILTER CIGARETTES Barcode: 24200 91553 7	<p><small>By returning this coupon, you receive \$100 per pack or carton of any of the following: 1. Manufacturer's Coupon 2. Expired Coupon</small></p> <p><small>Warning: Quitting now greatly reduces serious risks to your health. Smoking causes lung cancer, heart disease, emphysema, and may make you infertile. Quitting now now greatly reduces your risks. For more information, call 1-800-QUIT-NOW. © 1990 Philip Morris Inc. All rights reserved.</small></p>
FREE CARTON For mailing in 5 Carton UPCs Fill out this form and mail with 5 carton UPCs (five codes on carton sides) from any pack of Bucks to: Bucks Free Carton Offer, P.O. Box 3211, Kankakee, IL 60901-0211	NAME _____ ADDRESS _____ CITY _____ STATE _____ ZIP _____ PHONE _____ SEX <input type="checkbox"/> Male <input type="checkbox"/> Female MY CURRENT BRAND _____ IS YOUR REGULAR BRAND? <input type="checkbox"/> Yes <input type="checkbox"/> No By returning this form, you'll mail, with a separate coupon or pack of cigarettes, and nothing to indicate the number of cigarettes in the pack, subject to applicable state and federal laws. Offer limited to children 17 years of age or older. Offer ends 12/31/90. Please allow 4-6 weeks for delivery. No purchase necessary. © Philip Morris Inc. 1990	

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**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Kings: 14 mg "tar," 1.1 mg nicotine - Kings Lights:
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

M. Colt/ D. Moravick/ J. Dennett



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